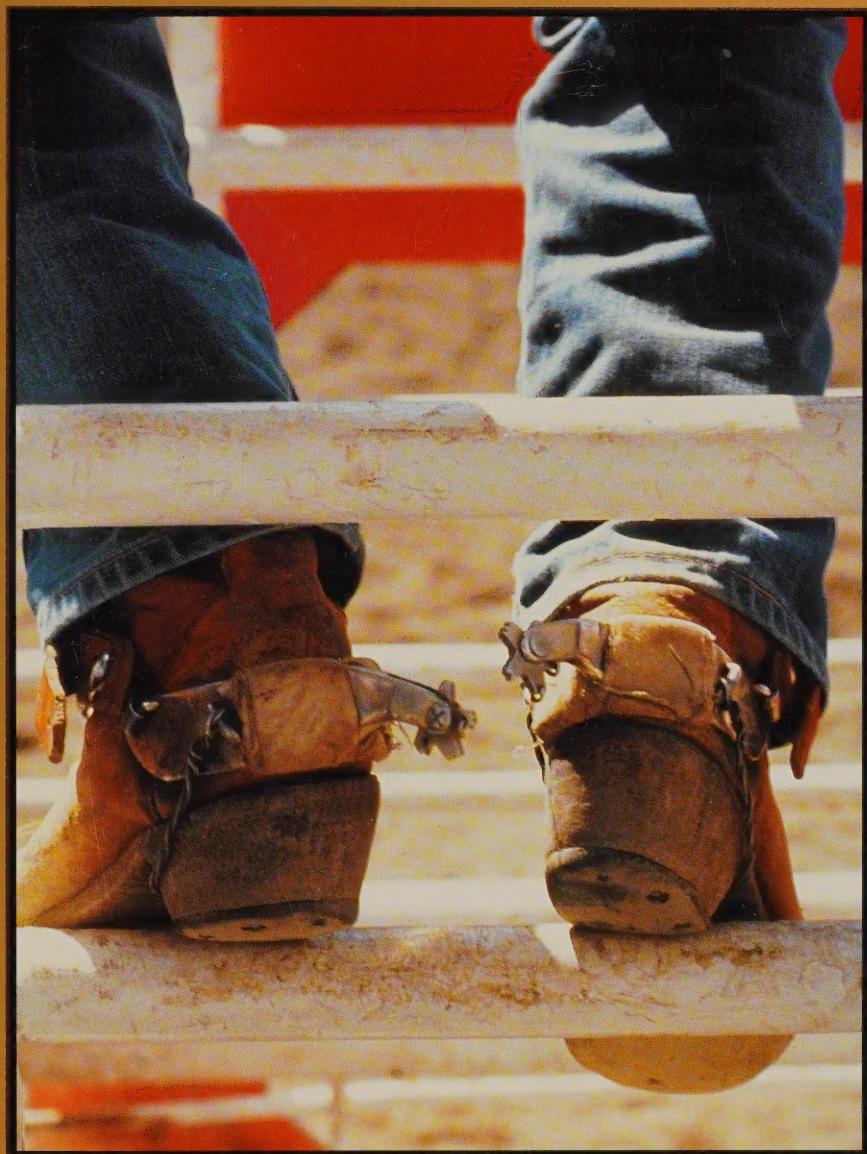


CAI  
WE  
-1990  
W25

3 1761 116351149

# WESTERN CANADA



## MEANS BUSINESS

© Minister of Supply and  
Services Canada 1990

Cat. No. C89-9/1-1990E  
ISBN 0-662-17370-8

Government  
Publications

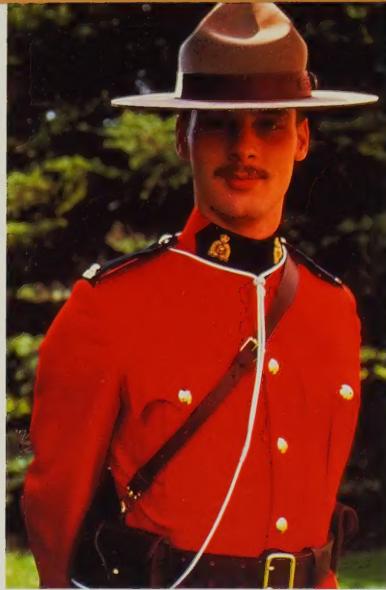
CA1  
WE  
-1990  
W25

# WESTERN CANADA



## MEANS BUSINESS





## WELCOME TO THE WEST

Now is the best time to do business in Canada's West. This is the fastest growing region in an expanding Canadian economy whose annual growth is ranked **first** by the Organization for Economic Cooperation and Development (OECD). Canada's economy has outperformed all other G7 economic summit countries for the last six years (1983-1988).

Canada, the second largest country in the world, has enjoyed stable, democratic government for over a hundred years. No war has been fought on our soil since 1814.

First elected in 1984 and re-elected in 1988, the current Canadian government is led by Progressive Conservative Prime Minister Brian Mulroney. The government is strongly committed to expanding economic opportunities in western Canada.

The four western provinces of Manitoba, Saskatchewan, Alberta and British Columbia have a combined population of over 7.5 million and a gross domestic product (GDP) of \$170 billion. The West constitutes a significant market for consumer goods and services.





The West has an impressive record as an exporter. Over \$40 billion in raw materials and processed goods are shipped annually to more than 100 countries. The signing of the historic Free Trade Agreement between Canada and the United States means western Canada now offers investors improved access to the entire North American market.

Blessed with rich agricultural diversity, the West is also endowed with unparalleled natural resources. The labour force is well educated, skilled and productive. There are excellent universities, community colleges and technical training schools. Wages are competitive. Energy costs are among the lowest in the world.



Efficient transportation systems link British Columbia, Alberta, Saskatchewan and Manitoba to the rest of Canada and the world. The West is a dynamic part of the country's internationally competitive banking and financial institutions.

Western Canada offers a modern infrastructure, a highly advanced technology sector and state-of-the-art research and development facilities. Combine all of this with a variety of strong government support programs such as those offered by the federal Department of Western Economic Diversification and the four western provinces and you have an excellent climate for investment.

The West welcomes investment. Come and talk to us!

Western Economic Diversification Canada is in business to help YOU do business in the West.



# THE WEST

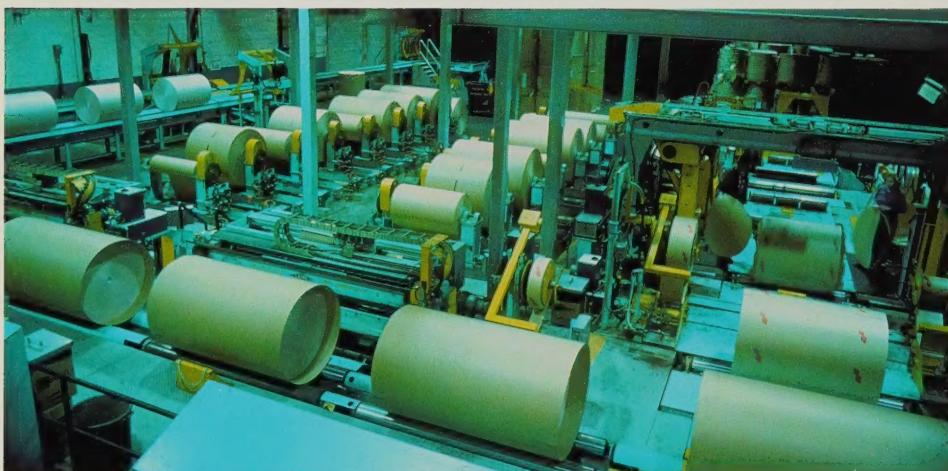
## HAS A DYNAMIC ECONOMY



**C**anada has the seventh largest economy among western industrialized nations and the fastest economic growth rate. In 1988 Canada's gross domestic product stood at \$600 billion.

The West is a major player in this economic vibrancy and diversity. Statistics Canada figures indicate manufacturing has expanded faster in the West than in other regions over the past two decades. The Conference Board of Canada predicts the West will enjoy the fastest economic growth rate in the country in the 1990s.

Manitoba's economy depends heavily on agriculture but also has the most diversified manufacturing sector. The province produces everything from aircraft to agricultural machinery, transportation equipment,



processed food, health-care equipment and clothing. A number of leading national transportation companies and financial institutions are headquartered in Manitoba, the geographic centre of Canada.

Saskatchewan's economy focusses on agriculture, principally grain and oilseed production. Other major resources include potash, uranium and petroleum. The manufacturing sector is diverse and innovative. While food processing is the largest manufacturing industry, there is also an important high technology sector in telecommunications, computer software, biotechnology, electronics and advanced instrumentation.

Alberta's economy historically is based on oil, gas and agriculture. Its manufacturing sector, an extension of its resources, concentrates on food and beverage processing, as well as chemicals and petroleum refining. There is also an expanding high technology sector, an export-oriented fashion industry, strong wholesale and retail trade and a fast growing business and personal service industry. Calgary's spectacularly successful 1988 Olympic Winter Games emphasize tourism's growth as a leading industry in Alberta.

British Columbia's economy is predominantly resource based with forestry, mining and fishing of major importance. In recent years tourism has become the second



largest industry in British Columbia and is now surpassed only by forestry. Vancouver, with Canada's largest marine cargo port and second largest airport, shows the importance of transportation and communications as expanding industries in British Columbia. High technology manufacturing, agriculture, retailing, construction, shipbuilding and financial services are all growing.

#### Western Economic Diversification

Canada was established as a federal government department in 1987. Our focus is to encourage, assist and accelerate the broadening of the West's traditional resource-based economy. This process has already begun.

Western Economic Diversification's business is growing – and business is growing as a result.



# THE WEST

## WELCOMES INVESTMENT



**B**ritish Columbia, Alberta, Saskatchewan and Manitoba play a leading role in Canada's thriving free market economy. The four western provinces maintain offices at home and abroad to facilitate doing business and actively seek investment. The federal department of Western Economic Diversification reinforces the Canadian government's policy of creating new investment opportunities in the West.

Since the start of its current mandate in 1984, the Canadian government's priorities have included reduction of the federal deficit, increased trade and a renewed policy of investment. The government has also introduced measures to limit intervention in the marketplace and to develop a new energy policy. These initiatives are now realities which strengthen the relative economic position of Canada's western provinces.

The government has also deregulated several industries, including parts of the transportation sector, and privatized a number of publicly owned companies. This process continues.

A new market-oriented energy policy is in place. The Western Accord with British Columbia, Alberta and Saskatchewan deregulates crude-oil pricing and eliminates some federal taxes. In 1988, the Free Trade Agreement between Canada and the United States was signed.

The investment climate has never been more favourable. **Investment Canada**, the federal government agency responsible for encouraging investment in Canada, has a team of investment counsellors and specialists at Canadian Embassies, Consulates and High Commissions worldwide. Investment Canada can offer expert assistance on doing business in the Canadian West.





#### Canada's Business Immigration

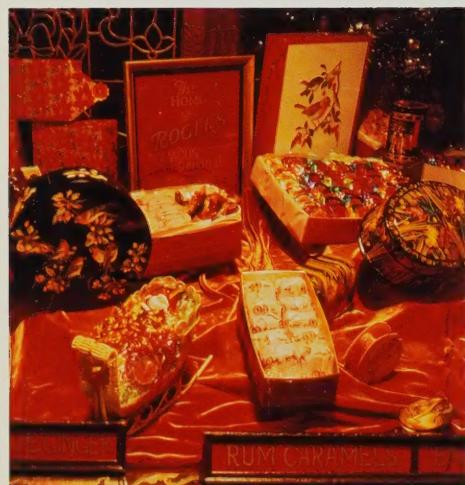
**Program** can grant immigrant status to entrepreneurs investing in job-creating enterprises in Canada. A federal government program administered by the provinces, this program is generating considerable interest and investment in the West.



#### Western Economic Diversification

**Canada** helps western Canada develop new products, new markets, new technology, import replacements and improved industry-wide productivity. With headquarters in Edmonton, the department maintains offices in Winnipeg, Saskatoon, Vancouver and Ottawa to encourage and support investment in the West from across Canada and around the world.

# THE WEST MEANS TRADE



The OECD reports nearly 30 per cent of Canada's gross domestic product is devoted to exports. As a percentage of GDP, exports are four times greater from Canada than from the United States and more than double the rate from Japan. Among the seven largest global economies, only West Germany is more export oriented.

The West is an active partner in Canada's rise as a leading trading nation. British Columbia, Alberta, Saskatchewan and Manitoba did over \$40 billion in export

business in 1988, more than half of it with the United States, Canada's biggest trading partner. No other two nations in the world come close to equalling the volume of trade between Canada and our neighbour to the south. The United States accounts for approximately three quarters of Canada's exports and two thirds of imports.





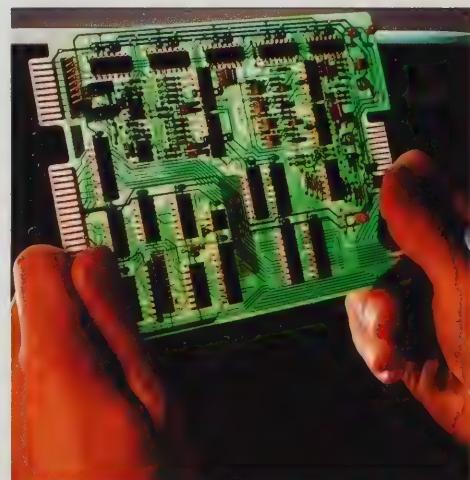
The new Free Trade Agreement between Canada and the United States has a significant impact on the West. Free Trade gives goods from Manitoba, Saskatchewan, Alberta and British Columbia greater access to American markets. At the same time, Free Trade promises to increase the level of specialization and improve product rationalization. The West welcomes the opportunity to compete.

Global trade is also increasing – especially trade with the European Economic Community and the Pacific Rim. Fully 80 per cent of Canadian exports to Japan originate in the four western provinces.

Provincial governments in British Columbia, Alberta, Saskatchewan and Manitoba support the Canadian government's position on the further liberalization of trade through multilateral negotiations within the General Agreement on Tariffs and Trade (GATT).

The four western provinces host numerous visiting trade delegations; they maintain a proactive presence at home and abroad through marketing missions and participation in international trade shows.

Competitive, diverse and renowned for quality and service, the West offers outstanding trade opportunities.



# THE WEST

## OFFERS ACCESS TO MARKETS

Manitoba, Saskatchewan, Alberta and British Columbia export goods and services to over 100 countries around the globe – but with a combined population of over 7.5 million, the West is a significant market in itself.

British Columbia, Alberta, Saskatchewan and Manitoba offer access to vast metropolitan and regional markets on both sides of the Canada-U.S. border. Free Trade makes Canada a partner in a North American marketing system reaching 270 million consumers. Increasingly, business perceives this market as a cohesive whole.

As the map indicates, trucks leaving Vancouver can reach over 37 million people within two days. Trucks leaving Winnipeg can reach 80 million people in the same period of time.

The West is served by extensive, efficient and expanding transportation systems linking Canada with the rest of North America and the world.

Surprisingly well located to give you rapid access to the United States, Europe and the Pacific Rim, what was once called "the far West" is much closer than you think.





# THE WEST

## IS ENERGETIC



Cheap and abundant energy in all its forms gives the West another competitive advantage.

Manitoba offers electricity rates which are among the lowest in Canada and fuel costs among the lowest in the world, making it a prime location for manufacturing.

The Western Accord between the federal government and the petroleum-producing provinces of Saskatchewan, Alberta and British Columbia provides for total deregulation of Canadian crude-oil pricing and marketing, makes the natural gas industry more market oriented and eliminates a number of federal oil and gas taxes.

Saskatchewan's petroleum production accounted for more than one third of the province's \$3 billion mineral industry in 1988. Energy costs average among the lowest in the world with electrical energy production fuelled by hydro as well as Saskatchewan's extensive coal deposits.

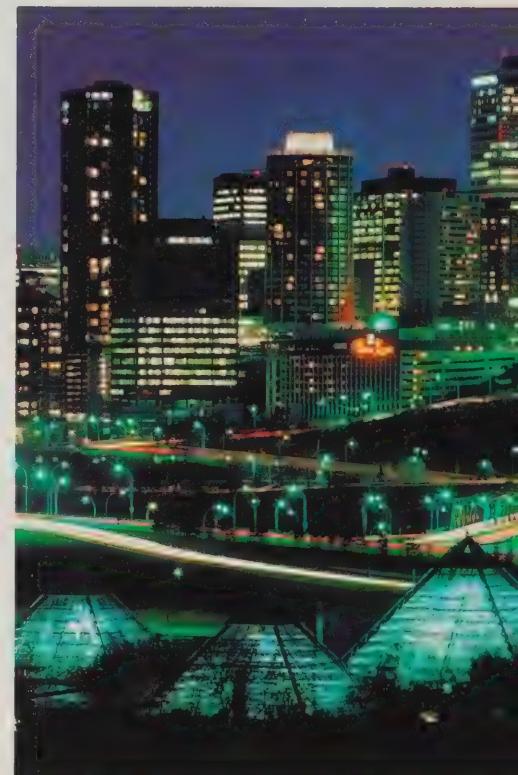
Alberta's petroleum industry generated over \$14 billion in 1988 and is increasing steadily in response to stronger global prices. Enormous oil-sands deposits remain relatively untapped despite tremendous technological developments in recovery. Commercial and industrial electricity costs in Alberta are among the lowest in Canada.





British Columbia's mineral industry's output was \$4 billion in 1988. Nearly half consists of fuels such as coal and natural gas. Extensive hydroelectric and conventional thermal plants generate inexpensive electricity both for British Columbia and for export.

The West's energy reserves are vast. Supplies of oil, natural gas, coal and electricity exceed domestic requirements making Manitoba, Saskatchewan, Alberta and British Columbia major exporters of energy. For price and availability, energy is the West's competitive edge.



## IS RESOURCEFUL



**C**anada is the western world's richest country in natural resources. For example, Canada ranks first in the world in mineral exports and has the most diverse mineral resources of any country. Nowhere is this variety of resources more apparent than in Manitoba, Saskatchewan, Alberta and British Columbia.

Saskatchewan is a perfect example of this bounty. Saskatchewan is endowed with one third of Canada's farmland. At over \$4.2 billion a year, agriculture is central to

Saskatchewan's economy with wheat, canola and barley the leading crops. Rye, oats, flax and mustard seed are also important. Livestock and related products alone total over \$800 million annually.

Mining and mineral production have grown rapidly over the past decade to become the second largest resource sector in Saskatchewan with potash, uranium and sodium sulphate leading in value. The world's biggest uranium mine is located in Saskatchewan as are most of the globe's potash reserves.



In addition to British Columbia's varied mineral output, the province's resource-based industries include value-added salmon and herring fisheries worth over \$600 million a year. Agriculture ranges from fruit, vegetables and flowers to cattle, hogs, poultry and dairy products. Yet despite the rapid growth of other sectors, forestry remains the number one resource in British Columbia.

Alberta's forests, the largest remaining undeveloped timber resource in North America, cover over half the province. Agriculture is a major industry with 20 per cent of Canada's total revenue; Alberta's agriculture accounts for more than \$4 billion annually. Due to dramatic technological advancements, agricultural production has more than doubled in recent years and is branching out from grain and livestock.

Mineral-rich Alberta produces 94 per cent of Canada's sulphur, small amounts of gold and silver and other minerals including various construction materials.



Manitoba's annual agricultural revenue totals over \$2 billion. Wheat is the most important crop but barley, canola, flax, oats, rye and other grains and oilseeds are also significant. Livestock is a valuable export; the largest stockyards in Canada are in Winnipeg.

Mineral production worth over \$1.7 billion a year includes nickel, copper, zinc and gold. Mining is the leading industry in the northern part of the province. Forestry and freshwater commercial fishing are other prime resource industries in Manitoba.

Of the seven leading industrial nations, Canada and the United States are the most self-sufficient in raw materials. Manitoba, Saskatchewan, Alberta and British Columbia are fortunate to have so much of this wealth of resources.



## IS TRANSPORTATION AND COMMUNICATIONS



The building of the Canadian Pacific Railway a century ago helped bring the West into confederation with Canada. More than one historian has argued that transportation gave birth to this nation.

Today, a wide spectrum of modern transportation and communications networks have transformed British Columbia, Alberta, Saskatchewan and Manitoba and these industries are expanding rapidly.

The National Transportation Act of 1988 and the new National Transportation Agency ensure a safe, cost-efficient and competitive transportation industry in Canada. Deregulation has already occurred to some extent in the trucking industry, in passenger air service and other sectors.

Vancouver, British Columbia, is home to Canada's largest port and its second busiest airport. National carriers such as Air Canada and Canadian Airlines International as well as regional, charter and international carriers increased Vancouver's total air traffic by more than one third over the past five years. British Columbia's modern highways and an efficient trucking industry transport shipments valued at over \$1.2 billion a year. Rail freight alone recently topped 54 million tonnes.

Calgary, Alberta, boasts Canada's fourth busiest airport. More than 15,000 kilometres of highways and superhighways criss-cross Alberta giving access to adjoining provinces and American states. Trucking exceeds \$1.4 billion and rail shipments 38 million tonnes a year. Both Calgary and Edmonton have efficient, modern, light rail public transit systems.





Saskatchewan's cities are linked by regular direct flights to a dozen North American commercial centres. A modern highway system and an extensive rail system connect Saskatchewan with major ports on the west coast and the Great Lakes; more than two thirds of land-locked Saskatchewan's exports ultimately travel by sea. The world's longest commercial fibre optics telecommunications system operates in Saskatchewan.

Manitoba enjoys a unique advantage among prairie provinces; a marine port at Churchill provides a sea link to European markets. Winnipeg International Airport is served daily by national and international carriers. The Canadian National and Canadian Pacific Railways provide direct rail

connection between Manitoba, other Canadian destinations and 25 American states. The province's trucking industry, worth nearly \$1 billion annually, is expanding; eight of Canada's 14 largest trucking firms have headquarters in Manitoba.

Sophisticated communications and telecommunications systems are in place throughout the West. They connect Manitoba, Saskatchewan, Alberta and British Columbia with every corner of the globe. Advanced digital networking, microwave and fibre optics technology are features of a state-of-the-art communications network that offers complete, economical service in telephones, television, radio and print media.

Transportation and communications – in the West they're big business.



## WELCOMES INNOVATION

The four western provinces are centres for scientific research and technological application in a wide spectrum of fields.

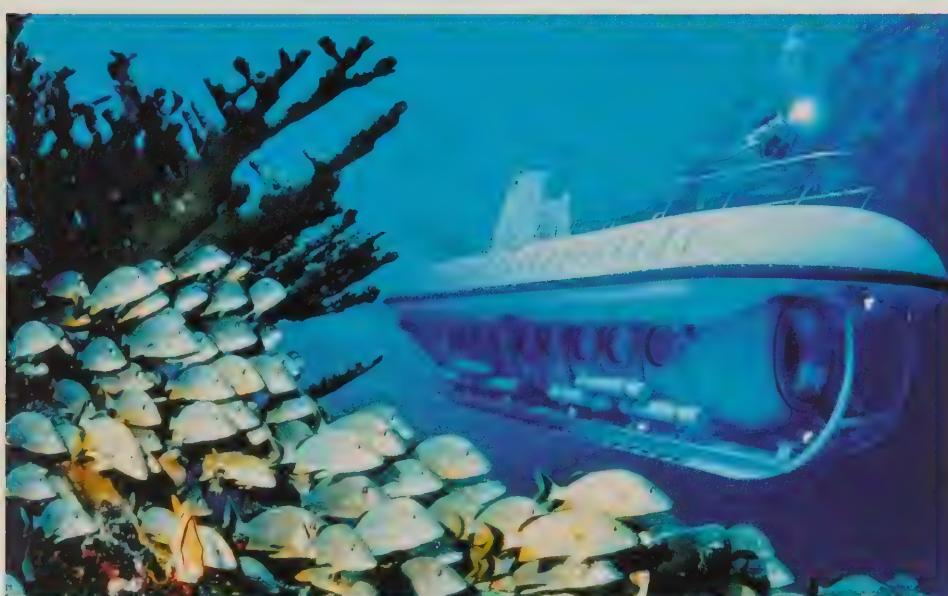
British Columbia offers state-of-the-art research and development in biomedical engineering, medical electronics, forestry, pharmaceuticals, ocean engineering and survey technology. A highly specialized electronics industry generates nearly \$1 billion a year. Canada's first aircraft engine was built in Victoria in 1910; today B.C. firms are involved in Canada's Space Station Program.

British Columbia is an acknowledged world leader in remote control sub-sea vehicles and related technologies. The Western Laboratory of the National Research Council of Canada is situated in British Columbia as is the Pacific Geoscience Centre of Energy, Mines and Resources Canada.

Alberta boasts Canada's highest per capita concentration of scientists and engineers and an enviable record of leading-edge technological innovation in oil recovery, agriculture, food processing and medical research. The Alberta Research Council is the largest provincial research organization in Canada.

The Alberta Telecommunications Research Centre focusses on fibre optics and micro-electronics; 90 per cent of Alberta's telecommunications production is destined for export. The Alberta Laser Institute assists industry with the development of laser systems; the Alberta Microelectronic Centre's research includes the design and manufacturing of custom microchips for industry. The University of Calgary SuperComputer project is attracting world-class academic and industrial research to Alberta.

Nobel prize winning scientist Dr. Gerhard Herzberg taught and did research in Saskatchewan for many years. The Saskatchewan Research Council investigates applied climatology, biomass production, sediments, ceramics, geochemistry, computer systems, and computer-aided design and manufacturing.





Saskatchewan's Innovation Place is one of the West's most successful university-related research parks. The National Research Council of Canada's Plant Biotechnology Institute is in Saskatoon. Advanced technology activities in Saskatchewan range from food processing to micro-electronics, telecommunications, biotechnology and advanced instrumentation. Saskatchewan firms are major participants in Canada's new Space Station Program.

The aerospace industry, Canada's second largest investor in R&D, also has a long and proud history in Manitoba. Manitoba's aerospace industry is the largest and most diverse in the West, producing space research rockets, defence missiles, precision engine components and airframe assemblies.

The Manitoba Research Council operates the Canadian Food Products Development Centre and the Industrial Technology Centre. Research and development in farm machinery and the health industries sector are strong.

Innovation and high technology make western Canada one of North America's most attractive locations. The West is committed, creative and ready to meet the scientific challenges of the future.



## IS BIG CITIES

Western Canada has a broad network of smaller cities, towns and traditional rural communities. However, more than two thirds of the total population of Manitoba, Saskatchewan, Alberta and British Columbia are urban dwellers.

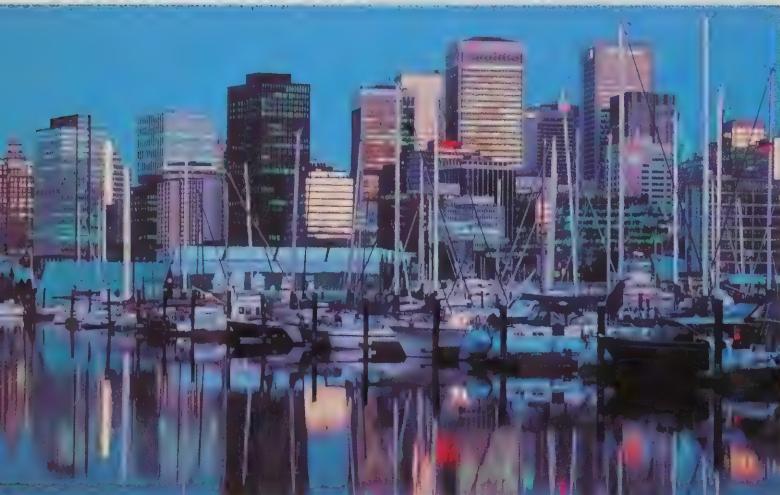


*Victoria, British Columbia.....pop. 266,300*

The West has seven large modern cities ranging from nearly 200,000 to over 1,400,000 inhabitants. All seven major metropolitan areas are growing in size; Saskatoon is the fastest growing city in Canada.

All equal or exceed the Canadian average per capita income. In fact, the Union Bank of Switzerland recently ranked Vancouver as the second richest city in the world.

The cities of western Canada offer business the advantages of a skilled labour force, a strong economic base, stable costs and a well-developed infrastructure. Clean air, low crime rates and competitive housing costs ensure a quality of life that is exceptionally high. Now more than ever, our cities create an environment where business can flourish.



*Vancouver, British Columbia....pop. 1,452,800*



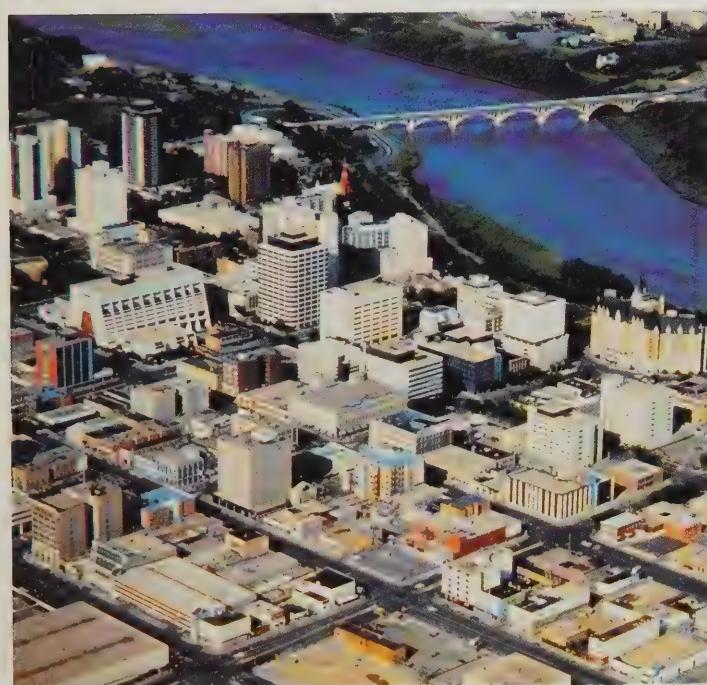
*Calgary, Alberta.....pop. 688,700*



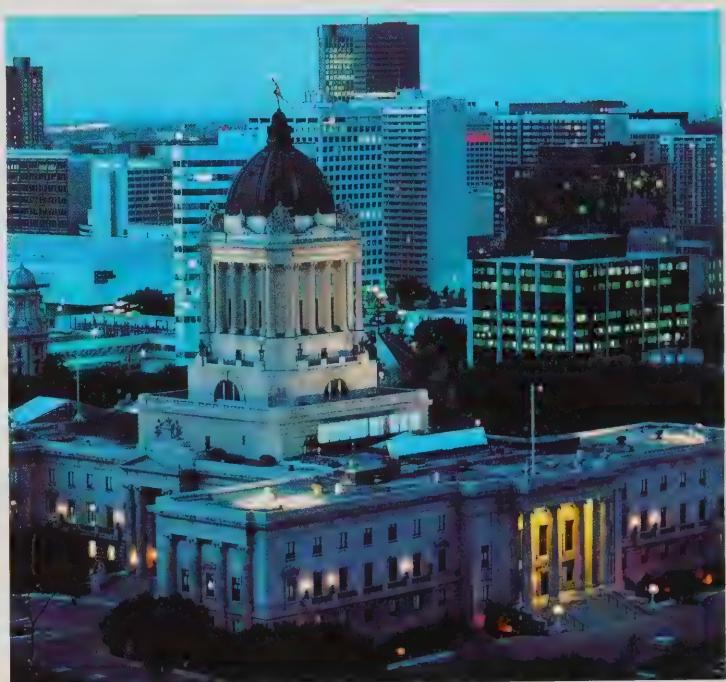
Edmonton, Alberta ..... pop. 794,200



Regina, Saskatchewan ..... pop. 190,300

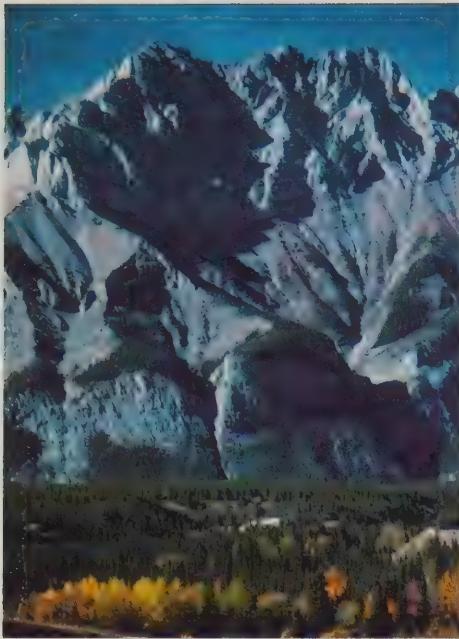


Saskatoon, Saskatchewan ..... pop. 204,700



Winnipeg, Manitoba ..... pop. 635,900

## MEANS BIG SPACES



**G**rowing cities, vast and ever-changing landscapes – the West has it all!

Manitoba displays incredible variety – from the cosmopolitan flavour of Winnipeg to fly-in fishing on wilderness lakes. In July, Manitoba's Morris Stampede offers five days of rodeo, agricultural displays and chuck-wagon races. In August, Canada's National Ukrainian Festival in Dauphin greets thousands of visitors and Winnipeg's Folklorama festival offers a dazzling multicultural array of food, dance, crafts and entertainment.

You can cruise the Red and Assiniboine Rivers on a riverboat. Manitoba's extensive system of national and provincial parks lets you experience the panorama of the Northern Lights and the silence of northern lakes.

Saskatchewan also has clear lakes set in deep green forests – over 93,000 fresh-water lakes brimming with Northern Pike, Walleye and Arctic Grayling. You can hunt for fossils 70 million years old in the Cypress Hills or explore the big city delights of Regina and Saskatoon, from paintings by Chagall and Picasso at the Mendel Gallery in Saskatoon to the Royal Canadian Mounted Police Centennial Museum in Regina.

A Saskatchewan summer is full of surprises, such as the World Championship Chicken Chariot Races, the World Championship Gopher Derby and the Kindersley Goose Festival. There are spectacular provincial and national parks, and multicultural festivals, country fairs and old-fashioned farmers' markets. Perhaps the





most popular summer event is the Big Valley Jamboree – Canada's largest outdoor country music festival.

Edmonton, Alberta, boasts the famous West Edmonton Mall – the world's largest shopping mall, the world's largest indoor amusement park and the world's largest parking lot all in one! Edmonton also offers the sophistication of a large, modern city with many world-class sporting and cultural events.

Calgary, Alberta, host to the 1988 Olympic Winter Games, also claims the greatest summer outdoor show on earth with the Calgary Stampede attracting over 1.2 million visitors a year.

Alberta can be a wilderness adventure in one of a thousand campgrounds, provincial or national parks. The magnificent Rocky Mountains offer heart-stopping vistas and world-famous skiing, both downhill and cross-country.





British Columbia has seacoasts of exceptional beauty, lush green rain forests, snow-covered Rocky Mountain ranges and enough fantastic scenery to take your breath away. In Vancouver, Canada's third largest city, you can explore Chinatown, a classic

Ming Dynasty-style garden, the Aquarium, cobblestoned Gastown or scenic Stanley Park. There are sporting events and concerts at B.C. Place, a domed stadium.

In historic Victoria, you can ride a big red double-decker bus, tour the beautiful Butchart Gardens or enjoy an English-style tea in one of western Canada's fabulous French chateau-style hotels.

In B.C.'s Okanagan Valley, western Canada's premier wine-growing region, you can sample local vintages. On the Pacific





coast, visit Indian villages with magnificently carved century-old totem poles; sail through the mist-covered timeless green of the Queen Charlotte Islands; helicopter-ski, camp or backpack in a vast number of provincial and national parks. And play golf almost all year round.

The West has everything to offer. Tourism is a growth industry, worth more than \$7 billion a year and that figure continues to climb as more people discover the West's infinite variety.



## OFFERS CULTURAL RICHNESS



The \$10 million Arts Festival hosted by Calgary as part of the 1988 Olympic Winter Games demonstrates western Canada's tremendous support for the visual arts, opera, theatre, dance and music. Over 2,200 Canadian and international artists in 18 different fields presented a five week long celebration of cultural diversity and artistic excellence.

The Olympic Arts Festival enjoyed a significant level of federal government support, as do many other cultural institutions in the West. Museums, dance companies, symphony orchestras, literature, graphic arts and cultural training centres are flourishing.

Manitoba is home to the Royal Winnipeg Ballet and its magnificent new facility which houses the company and its professional school. Royal Winnipeg Ballet dancers have won gold medals in international competition and been invited to perform with the Bolshoi in Moscow.



The Winnipeg Symphony Orchestra, the Manitoba Opera Association, the Prairie Theatre Exchange, Le Cercle Molière and Manitoba Theatre Centre are just a few examples of Manitoba's rich artistic life. Some 50 cultural and folkloric festivals reflect the province's incredible diversity. The Winnipeg Art Gallery, the Museum of Man and Nature and the Planetarium are among Manitoba's 140 museums.

Saskatchewan has symphony orchestras and professional dance groups in Regina and Saskatoon. The Globe Theatre and the 25th Street Theatre with its strong commitment to prairie writers are among five professional theatre companies in the province. The visual arts thrive in Saskatchewan, birthplace of the Emma Lake group of painters, a key development in modern Canadian art. Saskatchewan also boasts the oldest film festival in the country and a modern Jazz festival attracting international calibre performances. Saskatchewan has more museums per capita than anywhere else in Canada; the innovative Museum of Western Development is actually a series of four museums in four Saskatchewan cities.

With companies in Calgary and Edmonton, opera flourishes in Alberta. High in the Rocky Mountains lies the Banff School of Fine Arts, for over 50 years a world-famous training centre in music,

theatre, painting and dance. There are two major museums in Alberta – the Glenbow Institute in Calgary and the Provincial Museum in Edmonton as well as many specialty museums such as the world-renowned Tyrrell Dinosaur Museum at Drumheller. Alberta boasts 16 professional live theatre companies, numerous dance companies and professional symphony orchestras in Calgary and Edmonton.

British Columbia has over 300 museums; among them are the Vancouver Art Gallery, the Museum of Anthropology and the Royal British Columbia Museum in Victoria. Ballet British Columbia and a number of smaller modern dance companies create one of the most vibrant dance centres in Canada. Twenty professional theatre companies perform in British Columbia, including the Vancouver Playhouse and the Arts Club Theatre. The Vancouver Symphony is one of eight orchestras in British Columbia's rich and varied musical scene. Like Calgary and Edmonton, Vancouver also has a first rate Jazz festival.



All four western provinces have a distinguished literary tradition, active publishing houses, painting, video production and film making. The breadth and dynamism of artistic achievement are a proud part of western Canada's cultural heritage.





## THE WEST

### IS PEOPLE

**C**anada is proud of its multiracial, multilingual and multicultural diversity. Canadians have created a society where peoples from over 100 different lands form a mosaic with Canada's Native peoples. While English and French are Canada's two official languages, the preservation of other languages, other cultures and other traditions is strongly encouraged.

People came to Manitoba, Saskatchewan, Alberta and British Columbia to seek freedom and new opportunities. That bold pioneering spirit is still alive today.

Nearly 30 per cent of Canada's highly skilled workforce live in the four western provinces. Fair and progressive labour legislation benefits both employer and employee. Canada also offers incentive programs and services to employers to encourage employment opportunities as do the provinces. The Canadian Jobs Strategy is one example.

Minimum wage legislation is in effect in Canada; it currently varies between \$4.50 and \$4.70 per hour in the four western provinces. Productivity rates are among the highest in the country.



Canada's rate of employment growth was second among the seven most industrialized nations in 1988. According to the International Labour Organization, Canada's labour force, both male and female, is also the youngest.

Canada's labour force is well educated; nearly 90 per cent have some secondary schooling and 15 per cent have university degrees. There are excellent universities, community colleges and technical schools in all four western provinces. Western universities work closely with industry to adapt courses and design programs to meet specific industry needs.

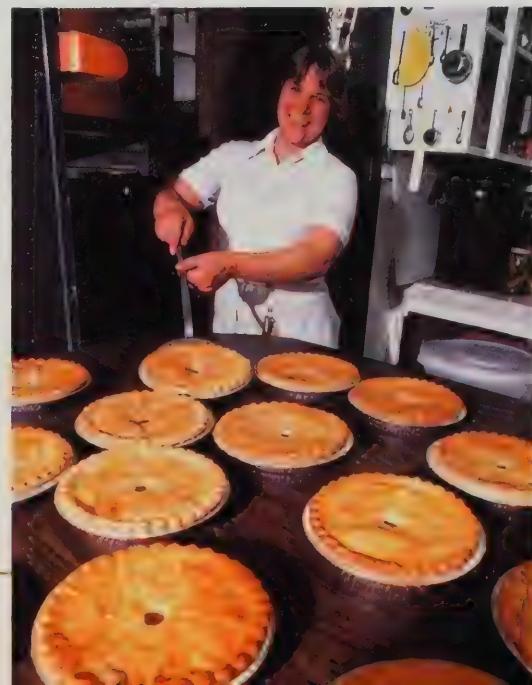
Since 1980, the time lost to work stoppages has dropped 45 per cent, now accounting for a minuscule 0.18 per cent of total days worked. Strikes and lockouts are regulated in Canada and are prohibited during the life of a contract. Disputes arising during this period must be settled through a grievance procedure or binding arbitration.

The Canada Pension Plan provides workers and their families with a basic income in the event of retirement, disability or death. The union movement is strong; nearly 40 per cent of all workers in Canada hold union membership. National Unemployment Insurance protects about 95 per cent of Canadian workers.



Each province has special measures to ensure occupational safety and health. Government-supported hospital and medical insurance plans are in place in the four western provinces.

The pioneers who built the West left a legacy of energy and initiative in its people. Skilled, educated and hardworking people make the West an even more attractive place to invest today.



## IS DIVERSIFICATION



Major economic indicators predict the West's current growth rate will continue to be the fastest in Canada in the 1990s. If Canada's four western provinces have enjoyed enormous economic growth in recent years, that strong performance is matched by an equally great potential.

In British Columbia, Alberta, Saskatchewan and Manitoba, growth has been fuelled historically by primary resources. This leads to rapid development but leaves the West vulnerable to the uncertain conditions and fluctuating prices of the international commodities marketplace.

The federal government created the Department of Western Economic Diversification in 1987 to help broaden the base of the West's economy.

This new federal department has a mandate to coordinate and give leadership to federal programs and activities contributing to the economic development and diversification of western Canada. Western Economic Diversification Canada also provides financial support to business initiatives which diversify the West's economy. The department helps create new enterprises and businesses consistent with Canada's international trade policies and supports the interests of western Canada in the federal government's decision-making on economic policy.

### Western Economic Diversification

Canada works closely with the provinces and the private sector to promote diversification. It manages a \$1.2 billion fund to support projects involving new products, new markets, new technology, industry-wide productivity improvements, and import replacement in the West.



## Western Economic Diversification

Canada funding is geared to eligible projects which would not proceed without it. The department's role is to "top up" investment – not replace funding available from other sources. Projects assisted must have significant equity participation by the applicant or other sources of financial support. The department does not require security, take equity or charge interest on the financial support provided. Repayment is required.

To ensure the West's economic interests are considered in the formulation of national policies and programs, Western Economic Diversification Canada works closely with other federal government departments – such as Supply and Services Canada and Industry, Science and Technology Canada – to increase the level of government purchasing of goods and services in the West. It also works with the Department of National Defence to encourage more defence-related procurement in western Canada.



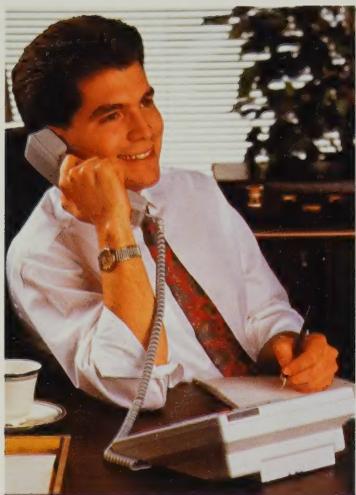
Pathfinding is another key responsibility. The department assists clients who apply for funding to find the best possible source of financial assistance. In cases where funding is not appropriate, Western Economic Diversification Canada refers the project to another government, department or agency for possible assistance as part of the department's pathfinding function.

## Western Economic Diversification

Canada encourages investment in the West in three major ways: financial support, advocacy and pathfinding. The Department of Western Economic Diversification will help YOU do business in western Canada.



## WESTERN ECONOMIC DIVERSIFICATION CANADA OFFICES



### VANCOUVER

P.O. Box 49276  
Bentall Tower 4  
1200-1055 Dunsmuir Street  
Vancouver, British Columbia  
V7X 1L3  
Tel: (604) 666-6256  
Fax: (604) 666-2353

### EDMONTON

Suite 1500  
Canada Place  
9700 Jasper Avenue  
Edmonton, Alberta  
T5J 4H7  
Tel: (403) 495-4164  
Fax: (403) 495-4557

### SASKATOON

Suite 601  
S.J. Cohen Bldg.  
119-4th Avenue South  
P.O. Box 2025  
Saskatoon, Saskatchewan  
S7K 3S7  
Tel: (306) 975-4373  
Fax: (306) 975-5484

### WINNIPEG

Suite 712  
The Cargill Bldg.  
240 Graham Avenue  
P.O. Box 777  
Winnipeg, Manitoba  
R3C 0J7  
Tel: (204) 983-4472  
Fax: (204) 983-4694

### OTTAWA

200 Kent Street  
8th floor  
P.O. Box 2128, Station D  
Ottawa, Ontario  
K1P 5W3  
Tel: (613) 952-9378  
Fax: (613) 952-9384

## **PHOTOS:**

Alberta Economic Development  
and Trade

BP Canada

British Columbia Regional Development

Canadian Space Program

First Image Production Ltd.

Fisheries and Oceans Canada

Industry, Science  
and Technology Canada

MacDonald Dettwiler

Manitoba Culture, Heritage and Recreation

National Gallery of Canada

Northern Telecom Canada Ltd.

Peter Bennett

Royal Winnipeg Ballet

Saskatchewan Agriculture and Food

Saskatchewan Economic Development  
and Tourism

Sasktel

Saskatchewan Science  
and Technology

Tourism British Columbia

Travel Alberta

West Edmonton Mall

Western Economic  
Diversification Canada

## **DESIGN:**

Steve Fortier Graphics

## **PRINTING:**

Reliable Printing Limited



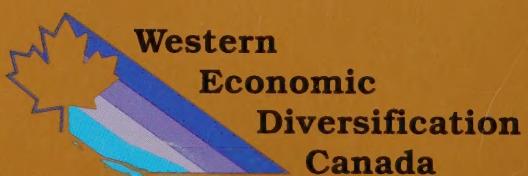
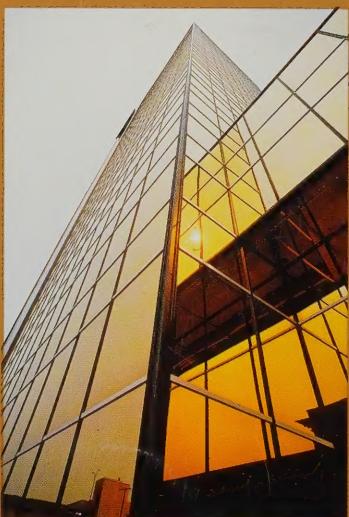
Government  
of Canada

Western Economic  
Diversification Canada

Gouvernement  
du Canada

Diversification de l'économie  
de l'Ouest Canada

Canada



In business to help YOU do business in the West